

Tourism Communication as a Marketing Strategy of the South Bangka Tourism Office in Increasing Visitors to Tanjung Kerasak Beach

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ABSTRACT

Keywords

Communication
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Tourism has many benefits to society, including economic, social and cultural. Indonesia itself is a country that has a lot of very good tourism potential. Discussing tourism certainly cannot be separated from marketing. By doing the right marketing can have many positive impacts on the surrounding community. The researcher intends to examine what marketing strategies are used by the South Bangka Tourism Office in increasing visitors to Tanjung Kerasak Beach. The research method used is descriptive with a qualitative approach. The theory used by researchers is the theory of Burhan Bungin 2015: 87 describing the important components and elements of tourism, namely (1) marketing, (2) accessibility, (3) destination, (4) resources and institutions. These components and elements of tourism will continue to develop in proportion to the creativity of tourism stakeholders in a tourist destination.

1. Introduction

Indonesia is a country with abundant natural resources. Such as tourist destinations that are spread throughout the region or region in Indonesia. Some tourist destinations in Indonesia are already famous internationally such as Bali Island, Lombok Island, Raja Ampat and others. However, there are still many tourist attractions in Indonesia that are not widely known by domestic and foreign tourists. Therefore, such a commission through the utilization of the natural and cultural potential of an area is optimally packaged through tourism activities.

Tanjung Kerasak Beach has very good potential. Besides having a dazzling view, this beach also has clear toska green sea water with white sand decorated with granite rocks around the edge of the beach.

Tanjung Kerasak Beach has shortcomings such as dirty and poorly maintained. The lack of trash bins on this beach is one of the factors that make this beach dirty. Another problem of this beach is the limited budget in the field of tourism that makes the development of the tourism sector not running, not maximizing the development of tourism human resources and local communities who have not been able to utilize the cultural values of the local area so that they cannot provide benefits both to the community's economy and environmental improvement. In addition, the local government only focuses on carrying out ceremonial activities that do not bring economic effects to the community and seem to waste the budget as a regional income support sector.

Visitors to Tanjung Kerasak Beach in 2022 experienced an increase and decrease. In January the number of tourists who came to visit Tanjung Kerasak Beach reached 6,000 tourists. While in April, July, and November experienced a very drastic decline in visitors, the worst visitors in April fell to 600. The decline in the tourism sector certainly requires a tourism marketing strategy in increasing visitors.

The focus of this research is how the expertise of the South Bangka Tourism Office in marketing Tanjung Kerasak Beach based on several aspects, such as the readiness of the local government and the local community, how the tourism marketing process is, the marketing strategies carried out, and aspects of problems such as obstacles and challenges faced.

2. Method

The research method that will be used by researchers is a descriptive method with a qualitative approach. The location of this research was carried out at the South Bangka Regency Tourism, Youth and Sports Office, which is located on Jl. Gn. Namak, Gadung, Toboali, South Bangka Regency, Bangka Belitung Islands.

The data source of this research to obtain valid data comes from sources who have been interviewed directly. The data analysis technique uses the Huberman and Miles model (Sugiyono, 2015: 249).

3. Result and Discussion

According to Burhan Bungin 2015: 87 describes the important components and elements of tourism, namely (1) marketing, (2) accessibility, (3) destination, (4) resources and institutions. These components and elements of tourism will continue to grow in proportion to the creativity of tourism stakeholders in a tourist destination.

Marketing. According to Tjiptono (2000: 219) marketing communication is a form of promotion. Marketing communication is a marketing activity that seeks to disseminate information, persuade and inform the target market for the company and its products should be willing to buy, accept, be loyal to the products offered by the company concerned. The marketing strategy carried out by the tourism office according to Zulaikha as staff of the Marketing and Creative Economy Division "said that the tourism office held events to attract visitors to come, they also provided guidance to Pokdarwis through training and serdication related to human resources, they also promoted through social media such as Instagram, Facebook, YouTube, threat and Twitter or now better known as X". Doing marketing through social media as the main choice because of course now is the digital era which of course can do marketing easily and can easily spread the information you want to convey to potential tourist visitors.

Every year there must be events carried out by the tourism office, be it district level events, the tourism office also participates in national level events to help market Tanjung Kerasak Beach. By holding events at Tanjung Kerasak Beach, it can also attract visitors to come and also spend their money there. The tourism office also chooses tourism ambassadors or regional bujang dayang to help promote the tours in South Bangka, including Tanjung Kerasak Beach. Bujang Dayang itself is a teenager who is specifically chosen to promote tourism. In addition, the tourism office also cooperates with travel agents and institutions related to tourism to be able to support tourism marketing in South Bangka including Tanjung Kerasak Beach.

In addition to working with institutions related to tourism, the Tourism Office also works with the Office of Communication and Information to help market the tours in South Bangka, besides that they also conduct Fam Trip (Familiarization Trip) as an effort to do tourism marketing. The South Bangka Tourism Office also experienced several obstacles in carrying out marketing strategies on Tanjung Kerasak Beach, the first is the lack of human resource capabilities in managing tourist attractions and the second is the lack of tourism amenities in South Bangka.

Accessibility. According to Minardi as the Head of the Tourism Destination Division for accessibility at Tanjung Kerasak Beach is quite optimal. As the road to Tanjung Kerasak Beach is also quite good and can be accessed using google maps, besides that, several facilities are already available such as prayer rooms, wc, gazebo, jogging track and also several stalls if tourists want to visit.

One important component of tourism is the accessibility of the smooth transition of people from one place to another. The transition can be from long, short, and medium distances (Prasiasa, 2013). Based on this understanding, accessibility is one of the most important factors for tourists. With the availability and ease of transportation is very important for tourists, not only transportation is

important for tourists, road access and direction signs are also equally important for tourists to visit tourist destinations. Because accessibility is a means that can provide relief to visitors to a tourist destination, it is not only limited to transportation that can take tourists to tourist attractions and pick them up again to the starting place, but covers several other parts that help smooth the journey.

The location of Tanjung Kerasak Beach is about an hour's drive from the city of Tobali and not too far from the sadai port. If you want to go to Tanjung Kerasak Beach, there is currently no public transportation available, so if tourists want to visit they must have a private vehicle or rent a vehicle in the village or city beforehand. If tourists want to stay not far from Tanjung Kerasak Beach, there is currently no lodging available around Tanjung Kerasak Beach but tourists can stay at residents' houses not far from tourist attractions or can also camp on Tanjung Kerasak Beach directly.

Destinations. According to Ngafean (1991), tourist objects or usually known as tourism objects are all objects that can generate attraction for tourists to come visit and see them (such as natural conditions, modern recreation centers, distinctive cultures, and historic buildings).

Based on the above understanding, it can be concluded that a tourist destination is a tourist attraction found in a place, be it a natural tourist attraction or modern tourism, which has its own value and attractiveness so that it can attract many tourists to come visit.

According to Minardi "tourist destinations or attractions that are interesting and can be enjoyed at Tanjung Kerasak Beach are enchanting views, and this beach has clear toska green sea water with white sand which is decorated with granite rocks around the shoreline. There are also water rides such as Banana Boat".

The tourists can visit Tanjung Kerasak Beach at any time, but the suitable time to come to visit this beach is the range of April to October which is very suitable for tourists who want to feel playing sea water. Besides having a charming beach, the forest area around the beach is shady and shady so it is suitable to be used as a place for camping. In addition, around this beach there is a solar eclipse museum building that can be visited by tourists on Saturdays, Sundays and other holidays. In addition to playing water and relaxing, on this beach tourists can also get around using speedboats and do fishing activities.

Another advantage of this beach is that it is located close to other attractions such as Tanjung Ru Beach, Tanjung Besar Beach and several other beaches. With a strategic location close to other attractions, tourists can save time to visit many attractions in one go.

Resources and institutions. According to Law Number 10 of 2009 concerning Tourism, the definition of human resources related to tourism is "all forms of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government". While the Tourism Industry is "a collection of tourism businesses that are interconnected in order to produce goods or services to meet the needs of tourists in organizing tourism".

Based on the two definitions above, it can be concluded that what is meant by tourism human resources are all human aspects that support tourism activities that aim to meet the needs and realize the creation of tourist satisfaction and have a positive impact on welfare, economy, and environmental and cultural sustainability in a tourist area.

"According to Zulaikha, the tourism office often provides training and guidance to Pokdarwis and local residents who live around Tanjung Kerasak Beach." This is in accordance with the function of the Tourism Marketing and Creative Economy Division, which is to develop the competence of basic-level tourism and creative economy human resources and community participation in the development of tourism partnerships, facilitate the development of creative economy human resource competencies and the process of creation, production, distribution, consumption and conservation of the creative economy, monitoring and evaluating the development of tourism marketing, creative economy ecosystems, and the development of tourism and creative economy resources.

By providing guidance to tourism human resources to local communities, they understand and can manage existing potential such as developing creative economic products typical of the local area, conducting tour guide training, creating new attractions that can be seen and enjoyed because it is an attraction for tourists who want to visit, activating the community, especially creative economy actors,

to be able to package typical products there so that they become more attractive, conducting digitalization marketing training. All of this certainly cannot only be done by the tourism office itself and the most important thing is the willingness of the people in the destination to bring out the uniqueness.

4. Conclusion

Based on the discussion above, it can be concluded that the marketing strategy of the South Bangka Tourism Office in increasing tourist visits at Tanjung Kerasak Beach has been running well, and the various strategies that have been carried out have been in line with the times. The South Bangka Tourism Office also experienced several obstacles in implementing marketing strategies on Tanjung Kerasak Beach such as human resources and amenity problems.

5. Acknowledgement

Suggestions that can be given are that the South Bangka Tourism Office is expected to continue to be an agency that always provides services to tourists so that later it can continue to increase tourist visits to South Bangka. In addition, the South Bangka Tourism Office is expected to continue to organize annual events regularly as a form of tourism promotion at Tanjung Kerasak Beach and other tourism in South Bangka. And the South Bangka Tourism Office is also expected to continue to provide guidance and training to communities around tourist destination locations regarding tourism and marketing. With all humility and gratitude, the author would like to thank Allah SWT for giving the author incomparable blessings so that he can complete this research. The author also thanks the South Bangka Tourism Office for allowing and willing the author to conduct research there. Thank you also to Dr. Muhammad Najih Farihanto, M.A. who guided the author in conducting this research.

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